



**STATE OF MONTANA
MONTANA DEPARTMENT OF TRANSPORTATION
JOB PROFILE**

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Update

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Formal Review

Date Submitted 12/27/2011

SECTION I - Identification

Working Title:

Public Relations Specialist

Department:

Department of Transportation

Job Code Number:

273315

Division & Bureau:

Director's Office

Job Code Title:

Public Relations Specialist

Section & Unit:

Pay Band:

5

Work Address:

2701 Prospect Avenue
Helena, MT 59620

Position Number:

13203

Phone:

444-6201

☐

FLSA Exempt

☒

FLSA Non-Exempt

☒

Non-Union

☐

MPEA

☐

Blue Collar

Profile Completed By:

Lori Ryan

Work Phone:

444-6821

Work Unit Mission Statement or Functional Description:

The mission of the Department of Transportation is to serve the public by providing a transportation system and services that emphasize quality, safety, cost effectiveness, economic vitality and sensitivity to the environment.

The Director's office staff promotes MDT's mission and vision. They do this by developing and maintaining positive relationships with internal and external customers and offering consistent, quality customer service in a welcoming and supportive environment. Guiding principles are service, respect, discretion, timeliness, teamwork, creativity, excellence and integrity.

Describe the Job's Overall Purpose:

This position performs a variety of professional public relations, administrative, and office management duties and provides professional assistance to the Director's office, and other professional staff. Duties include developing, editing, and producing a variety of publications and materials; conducting in-depth research and analysis on controversial or sensitive issues; providing a range of administrative services; and performing a variety of other duties as assigned by the Director and Deputy Director. The position reports to the Public Information Officer and does not supervise others.

SECTION II - Major Duties or Responsibilities

This section should be a clear concise statement of the position's major duties and the approximate percent of work time for each duty

% of Time

Public Relations and Communications

70%

This position develops, produces, and edits Director's Office correspondence, and other materials to publicize and promote the objectives and activities of MDT. This involves drafting responses to inquiries from the public and other public statements; editing language, content, and layout of publications and correspondence; and providing communications technical assistance/guidance to staff, administrators, and members of the public.

1. Drafts correspondence, and other public statements for the Director's Office (including the Director, Deputy Director, Division Administrators, and others) to ensure that division activities, operations, positions on various issues are appropriately presented. This involves researching and compiling relevant information and data from agency staff, reference documentation, and other sources; developing and proofing correspondence and articles; coordinating reviews and revisions; and distributing information to targeted audiences. The incumbent refers incoming media inquiries to the Public Information Officer.
2. Edits language, content, and layout of publications to ensure accurate, complete, and relevant information and data are presented. The incumbent identifies errors and/or deficiencies in language, content, and layout, e.g., spelling, factual information etc.; researches or identifies solutions; corrects linguistic errors; and develops alternatives and solutions to content and layout deficiencies. This involves the application of specific editorial standards (e.g., department editorial standards) to ensure quality and consistency of publications.
3. Responds to inquiries from public and private sources regarding the Director's office, refers inquiries to the appropriate parties, and/or researches additional information as necessary to provide accurate, complete, and timely responses. Provides assistance/guidance to staff and members of the public on state and federal policies and procedures, program operations, ongoing projects, etc.
4. This position performs research in support of office positions, policies, procedures, operations, and projects to support the Director and his staff in the management of the agency. This involves identifying and recommending program changes. Conducts special research projects as instructed by the Director and Deputy Director to gather facts regarding issues (e.g., complaints) and to identify and recommend resolution to the Director. This involves meeting with bureau chiefs, administrators, and section supervisors, other state and federal agencies, and industry representatives to gather information regarding issues and develop recommendations for proposed resolution.
5. Uses systems and procedures to track and ensure completion of commitments, correspondence, and other directives issued by the Director, District offices and other office

staff. This includes tracking and ensuring deadlines are met, directing inquiries to the appropriate subject matter experts, editing and rewriting department position statements, coordinating responses with the Governor's Office, and keeping the Director informed of significant issues.

6. Assists office staff with development and production of informational and educational materials such as brochures, newsletters, and other publications to provide pertinent, current, and technically accurate information to program constituents, department staff, and the public. Conducts surveys to identify information needs, researches existing technical information and literature, consults with technical experts, and coordinates production of informational materials. The incumbent must frequently interpret general concepts and directions from other department staff in the development of publication text and layout.
7. Schedule daily appointments for Director, Deputy Director and office staff, coordinate meetings for Directors Office and Districts.

Office Administration

20%

This position provides a range of administrative functions in support of office operations. This includes developing and establishing electronic and manual records management systems; providing technical computer support for Director's Office staff; making travel arrangements for agency staff; overseeing the arrangement of county and statewide meetings, conferences, and seminars.

1. Provide technical computer support to Director's Office staff to assist in the resolution of system problems and to ensure proper and efficient use of computer hardware and software.
2. Reviews and proofreads correspondence, reports, transcripts, and other documents for grammar, spelling, and format. Identifies errors or omissions and recommends content and format changes to the originator as appropriate.
3. Edits testimony prepared by staff for the Director and Deputy Director.
4. Maintains records management systems for Directors Office to ensure the availability of essential program information. This involves establishing new databases or files, overseeing the maintenance of records with current information, and overseeing the access and provision of records as requested.
5. Coordinates all statewide and out of state travel arrangements for the Director's Office to provide convenient and cost-effective travel itineraries, accommodations, and other arrangements. The incumbent oversees the identification of individual preferences, schedules, and travel requirements; researching the most cost-effective method of travel and lodging options; and maintaining and tracking all travel records.
6. Arranges statewide meetings, conferences, and seminars and coordinates the preparation of agendas and mailings.
7. Develop specialized queries and reports to extract and report data for a variety of mailing, program evaluation, and reporting purposes. This involves defining user needs and requested data, identifying the appropriate tables and files, establishing links, developing programs using structured query protocols, and testing and modifying reports to ensure the accuracy and integrity of the data.
8. Prepare, coordinate and maintain service award letters and certificates for District offices and

Adopt a Highway certificates for the District offices.

Other Duties as Assigned

10%

Performs a variety of word processing and accounting technician duties as necessary in support of multiple divisions. This includes editing and finalizing a variety of documents, and assisting with vendor payments and reallocations for the Director's Office, Civil Rights and Engineering.

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1. ***The following duties and/or specific tasks listed under section II above are considered "essential functions" because they require specialized expertise and skill and are the primary reasons the job exists (they must be performed by this position with or without accommodations):***

The following mental and physical demands are associated with these essential functions:

PHYSICAL

- Light lifting (less than 10 lbs.)
- Carry light items (papers, books, small parts)
- Remaining seated for extended periods of time, with occasional walking; standing; bending
- Occasional travel by automobile
- Operating a personal computer

MENTAL

- Work is performed in a fast paced, high profile setting
- Contact on a daily basis is with the general public, all levels of elected government officials, congressional aides, other agencies, MDT Administrators and staff.
- Communicate in writing, in person and over the phone
- Ability to multi-task
- Demands for accuracy in all aspects of work
- Ability to meet inflexible deadlines
- Comparing data
- Communicate in writing, in person and over the phone
- Making decisions in a timely manner
- Demand for accuracy in all aspects of work
- Ability to meet deadlines
- Compiling, analyzing, coordinating, and synthesizing information

2. Does this position supervise others? ☐ Yes ☒ No

Number directly supervised:

Position Number(s) of those supervised:

3. Attach an Organizational Chart.

SECTION III - Minimum Qualifications - List minimum requirements for the first day of work.

Critical knowledge and skills required for this position:

KNOWLEDGE:

This work requires advanced knowledge of the principles and practices of public administration; technical business writing; principles of communications and public relations; office management; research and documentation methods and techniques; legislative processes; Montana statutes; department rules, regulations, policies, and procedures; public transportation, safety, and technology issues at the state and federal levels; and supply and equipment procurement procedures and processes.

SKILLS:

This position requires skill in researching and interpreting technical, legal, and/or ambiguous information; synthesizing information from diverse sources into integrated reports and recommendations; organizing multiple projects within short and/or inflexible timelines; and skill in the operation of a personal computer, spreadsheets, word processing software, agency and state computer applications, and the Internet.

This position requires the ability to research and interpret complex data; exercise judgment and problem-solving competencies in responding to complex or controversial inquiries; develop, plan, and write reports on a variety of topics including personnel, transportation, and safety issues; interpret and solve problems on a daily basis; prioritize projects; develop and maintain effective working relationships with a variety of individuals and agencies; assess complex issues and determine their impacts on public transportation and safety as well as program operations and activities; and communicate effectively verbally and in writing.

Behaviors required to perform these duties:

See MDT Core Behaviors

Education:

Check the one box indicating minimum education requirements for this position for a new employee the first day of work:

- | | |
|---|--|
| <input type="checkbox"/> No education required | <input type="checkbox"/> Related AAS/2-years college/vocational training |
| <input type="checkbox"/> High school diploma or equivalent | <input checked="" type="checkbox"/> Related Bachelor's Degree |
| <input type="checkbox"/> 1-year related college/voc. training | <input type="checkbox"/> Related Master's degree |

Please specify the acceptable fields of study:

Communications, English, Public Relations, Business Administration, Advertising, Marketing, or closely related field.

Other education, training, certification, or licensing required (specify):

Experience:

Check the one box indicating minimum work-related experience requirements for this position for a new employee the first day of work:

- | | |
|---|--|
| <input type="checkbox"/> No prior experience required | <input type="checkbox"/> 3 years |
| <input type="checkbox"/> 1 year | <input type="checkbox"/> 4 years |
| <input checked="" type="checkbox"/> 2 years | <input type="checkbox"/> 5 or more years |

Other specific experience (optional):

Alternative Qualifications:

This agency will accept alternative methods of obtaining necessary qualifications.

- ☒ Yes ☐ No

Alternative qualifications include:

Experience will substitute for education on a year for year basis.

SECTION IV – Other Important Job Information

- | | |
|--|---|
| <input type="checkbox"/> Fingerprint check | <input type="checkbox"/> Valid driver's license |
| <input type="checkbox"/> Background check | <input type="checkbox"/> Other; Describe |

Other information including working conditions such as shifts, lifting requirements, travel or hours.

SECTION V – Signatures

Signature indicates this statement is accurate and complete.

Employee:

Name: Corrina Collins

Title: Public Relations Specialist

Signature: _____

Date: _____

Immediate Supervisor:

Name: _____

Title: _____

Signature: _____

Date: _____

Bureau Chief:

Name: _____

Title: _____

Signature: _____

Date: _____

Director:

Name: Timothy Reardon

Title: MDT Director

Signature: _____

Date: _____

Department Designee:

Name: Linda McKinney

Title: Policies and Program Manager

Signature: _____

Date: _____